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UA68/13/5 AdVenture

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adventure

FOR SALE:



The Perfect Interview.

spring 1984

Why should I hire you?

by Tracy Mattingly

It's the perfect job, and you know you are the perfect person, but how do you sell a perfect interview?

Selling your best qualities in an interview without knowing what they are is like trying to sell a product without a target audience. The key to the perfect interview is knowing what you want and why you are there. The first step is preparation.

Preparation includes knowledge of the advertising field, the company and relative questioning. Can you successfully describe yourself and tell why you chose advertising as a career? What would you say if asked, "Why should I hire you?" How would you respond to, "What are two or three achievements that have given you the most satisfaction?"

If these seem like easy questions, what if you walk in, sit down and are asked, "So tell me, what do you really want to do with your life?" Obviously, the one who is prepared tells the interviewer more than just answers. Preparation shows character.

Besides personal preparation, it is also a good idea to do some research on the company. Know a definite **range** for a starting salary. Know how **you** can help the company. According to Dr. Cangemi, sales psychology professor at Western, the most impressive student will have a typed list of questions folded neatly in his or her coat pocket to use...just to make sure an important question is not forgotten. (Don't be afraid to show you've done your homework!)

Once you feel you have thought of every possible question and answer, you should feel a little more confident and that much closer to success. But even if you are the most confident person in the world, a negative appearance can possibly ruin a perfect interview the first 30 seconds after you walk through the door. "Nonverbally, you don't have a chance before you begin," Dr. Cangemi said. Look professional, like you would appear if they hired you. Show the interviewer you care. This includes a neat, clean appearance and appropriate choice of clothing. For women, a skirt suit, co-

ordinating blouse and pumps are recommended. Men should wear a suit and preferably a non-directional tie. Dr. Cangemi said, it is best for college students to wear navy blue or dark grey. Pinstripes of any color and black are considered too powerful for an entry level position. Brown tends to evoke a negative response and light colors are not serious enough. He said, "People with power are alert. That's how they got their position, so don't try to overpower them." There is only one exception. A person who is very tall or large built should avoid darker colors and chose a lighter shade (beige or tan), to avoid overpowering the interviewer. *How to Dress for Success* by John T. Molloy will be very helpful.

Now you are dressed and ready. Make sure you are prompt if not early. Know the correct pronunciation of your interviewer's name. If you meet him or her with a sincere handshake, a positive attitude and an honest answer half the battle is over.



"So what do you really want to do with your life?"

If you are prepared and confident of your answers the interview should go as close to perfect as you can expect.

Working Graduates... The Successful Interviews

by Tom Barger

Many advertising graduates are finding their first positions, while others are making changes.

Four of the six December, 1983, graduates already have started new jobs:

Linda Batson, Administrative Assistant, Sheehy and Dudgeon Inc., Louisville.

Joan Evans, Marketing Coordinator, Credit Union, WKU, Bowling Green.

Ed Farley, District Director, Southern Kentucky Muscular Dystrophy Association, Bowling Green.

Amy Lucas, Production Assistant, Gish, Sherwood and Friends Agency, Nashville.

Lisa Keeling plans to attend a commercial art school.

Graduates of May, 1983, include:

Dan Elvers, Director of Creative Services, WBKO, Bowling Green.

Terri Donahue, L. M. Berry and Co., Nashville.

Wendy Lose, Beechmont Press, Louisville.

Laura Johnson, AMCA International (part-time), Bowling Green.

Sondra Epley, Mass Marketing, Inc., Cincinnati, Ohio.

Tom Farmer, Penco Advertising, Goodlettsville, Tenn.

Judy Maddox, McCann-Erickson, Houston, Texas.

Other graduates who have moved include:

Gina Harper, Sales Representative, Newspaper Printing Corp., Nashville.

Greg Willett, Fenton-Swanger Consumer Research, Dallas, Texas.

Laurie Chambers, Account Executive, J. P. Manning, Inc., Chicago.

Mike Fox, Media Buyer, Buntin Advertising Agency, Nashville.

Todd Engel, Account Executive, Brumfield-Gallagher Agency, Nashville.

Mark Hess, Media Buyer, Abbott Advertising, Lexington.

Rhonda Jarboe, from WAVE-TV, Louisville, to TAD and Associates, Louisville.

Graduates successful at finding jobs

by Nina McNemar

Joan Evans, a December, 1983, graduate of Western Kentucky University says she is very happy with her new job as marketing coordinator of the Credit Union at WKU.

The Credit Union, located in Garrett Conference Center, is member owned and restricted to members and their families. The various jobs Evans does include acting as sales representative for the Credit Union and doing research on all new members. She will also be required to do a lot of in-state traveling to nearby counties.

Evans graduated with a major in advertising and a minor in business administration. She says her advertising major will help her in her job because she will work in direct mail and design brochures, newsletters and public relations blue sheets. She will develop strategies to promote the Credit Union and work with printing establishments in preparing promotional materials.

An internship at Greenwood Mall as assistant to the marketing manager helped get some good background experience for her new job. She also worked as a salesperson and as advertising manager for the Herald, the campus newspaper.

Evans was named the outstanding new member of the advertising club for 1982-83 and was the secretary/treasurer in the spring of 1983.



Dan Elvers produces television commercials for WBKO in Bowling Green.

by Eddie Hogan

Dan Elvers, a 1983 advertising graduate of Western, is now producing and writing advertisements for WBKO television in Bowling Green.

Elvers started at WBKO with an internship last spring, then he worked part-time in the summer with the production staff and as a camera operator.

In September there was an opening in the advertising department and Elvers applied. He had to attend a series of interviews and submit examples of his writings.

Elvers said the first thing a graduating senior should do as soon as possible is send out resumes; don't wait until you graduate.

He also said to be patient but persistent in landing a job.

by Pamela Ralston

Jimmy Penick, a senior Advertising/English major from Russellville, did a lot more than just make coffee during the five months of his internship.

Penick worked from August to December at the Bowling Green-Warren County Tourist Convention Commission in Bowling Green.

He was in charge of writing every article that went in two bi-monthly newsletters. The articles contained information about tourism, conventions, upcoming events, and travel in the Bowling Green area.

He wrote copy for a cave area brochure to be published in the near future and assisted in designing a new travel board to hold displays. He also stuffed envelopes, packed boxes and made coffee.

Penick said the experience he gained during his internship was valuable but he found it difficult working and going to classes at the same time.

"It took many sleepless nights to try to meet deadlines," Penick said.

Joan Evans develops strategies for Western's Credit Union.

by Lisa LeCompte

Being out in the business world is an exciting but scary experience for Ed Farley who graduated from Western in December, 1983, with a degree in advertising.

Farley is now working as the fund raising director for the newly organized district office of Muscular Dystrophy Association, Inc. The Southern Kentucky area, which was previously operated out of the Evansville office, includes 19 counties.

Farley says getting organized is his main task now. His office will be opening in the Executive Plaza by February 6, but he is already working hard on the many fund raising events which are scheduled. The year is divided quarterly with events scheduled accordingly.

There is a lot of traveling and pressure with his new job, but Farley said he does not miss school. "There is a big difference out in the business world, you can't rely on your family anymore; if you don't perform you're out," he said.

According to Farley, his top priority is to keep his region first in the nation in fund raising. It won the honor last year.



Computer campaign a tough challenge

by Celeste Green
and Allison Gard

As a senior, every advertising major must face 481 Problems class. This semester's class, alias Winkin, Blinkin, and Nodd Agency, is "taking on" the TRS-80 personal computer by Tandy. "Taking on" refers to presenting a finished advertising campaign as a participant in district competition. This competition is to let undergraduates face a realistic problem that can be solved through teamwork in both creative and marketing areas.

There is an extremely large amount of work to be done in conjuring up this

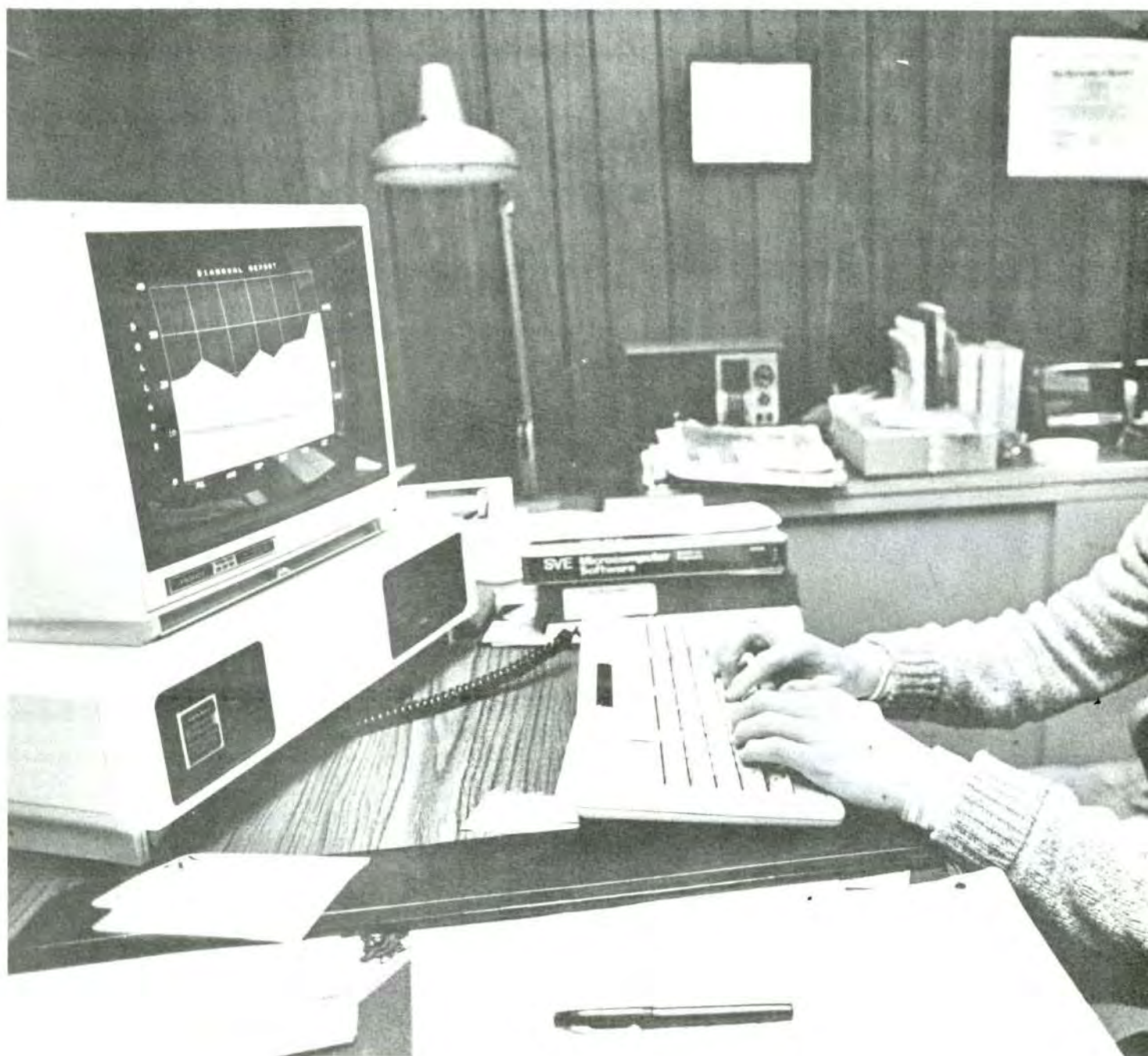
advertising campaign, including research (primary and secondary), media planning and organizing, sales promotion, creative strategies, and of course the actual presentations.

Each member of the class is to be a member of the AAF (American Advertising Federation) in order to participate in the competition. There are about thirty students in the class, yet only five will be on the presentation team. The team will be selected by tryouts, and every student is expected to audition. Once on the team, the students will be coached in both speech and visual presentation so that they will be ready and

organized for the district competition.

It is very important for every student to thoroughly understand the product so that ideas and strategies will be accurate. The class has a definite advantage in this area. With about thirty students, there is a wide range of knowledge and talent throughout the class.

It is going to be a tough job, but with the coordination and support of the faculty adviser, Mrs. Carolyn Stringer, and the dedication and hard work of each student involved, the 481 Problems class is ready to tackle it and come home a winner!





Mike Wolf, works with the Tandy TRS-80 before beginning the promotional campaign.

Director of Promotions, Mike Wolf, discusses a promotional idea with Advertising Advisor, Mrs. Carolyn Stringer.



Lisa Slager, director of primary research, explains results from her latest survey

Tim Justice, in charge of creative testing, gets a second opinion on his layout ideals.

On the move.....UP

by Jimmy Penick

Providing adequate classroom facilities for students in the journalism department has long been a major problem. But if the administrative proposed move to the top of the hill takes place as planned, the problem may be no more. The move, tentatively scheduled for August 1, will be made from the Academic Complex (Advertising and Public Relations) to the third floor of Gordon Wilson Hall and from Downing University Center (Journalism, Photojournalism and Publications) to Garrett Conference Center.

The main advantage of moving the department will be that permanent journalism classrooms will be established. In the past, journalism majors and advertising majors in particular have had to take whatever classroom space was left over after other departments in Academic Complex assigned rooms. Most ad majors who have been at Western for any length of time can remember being switched from room to room or even to another building after an initial class meeting.

A majority of persons questioned concerning the move felt the change would be better than staying in the current location but noted a number of problems

yet to be worked out. Mr. Pat Jordan, advertising instructor said, "It's better than nothing but could be greatly improved. The major flaw is that the department will still be separated."

The move had been scheduled for this past Christmas but didn't take place because of unresolved problems and incompletion of the bidding process.

Mr. Bob Adams, journalism instructor, feels major benefits of the move include facilities that will be more efficient in general. He said, "The location is not as desirable, but when we get adjusted it'll be for the better."

An architect has been hired to design the changes at Garrett Conference Center. But according to Ms. Suzie Hardin, secretary in the AC journalism office, some improvements could also be made in Gordon Wilson Hall. She suggested the addition of an elevator for the large number of printed materials going through her department and to assist handicapped students. She said, "If someone can't get to that third floor, that's discrimination."

JoAnn Thompson, advertising adviser at the Herald, feels there will be more storage space and better facilities. She said, "I don't think the parking problem will really be much worse than now, but it will be harder for people to place walk-in ads since we'll be away from Downing"



Gordon Wilson Hall--Future home of Ad-types!

To a greater future

by Susan Hofsass

Dr. Donald Hileman, Dean of the College of Communications at the University of Tennessee at Knoxville, will visit Western as a consultant for the advertising program April 19 and 20. He will advise advertising faculty members on changes and improvements that should be made before the process for accreditation by the Accrediting Council on Education in Journalism and Mass Communications begins next year.

In preparing for the process, five advertising students were named to a stu-

dent advisory committee. John Drombosky, graduate, Bowling Green, and juniors Celeste Green, Franklin, Tenn.; Susan Hofsass, Lexington; Jim Lunsford, Cincinnati and Tracy Mattingly, Louisville, were asked to meet, discuss the needs of the advertising program, and submit a report.

Accreditation means that the program has met pre-set standards of the ACEJ-MC. Evaluation consists of three parts: a pre-visit report, a team interview and a team report. The pre-visit report, compiled by faculty and students, covers every aspect of the program involved.

After the report has been submitted to the accreditation committee, the committee, made up of professionals and outside professors, visits the campus and interviews Western students and faculty. A report is then written by the committee and submitted to the university president. Three to four months later, the university is notified as to whether or not the program received accreditation.

News-editorial and photojournalism programs in the Department of Journalism will be evaluated for re-accreditation when the advertising program is considered.



CLIO Awards

by Tracy Mattingly

What does Greek Mythology, great accomplishments and a room full of advertising majors have in common? A film of the world's most recognized and coveted advertising prizes, the Clio Awards. The Clios, which were initiated 24 years ago, are named after one of the nine muses in Greek Mythology, Kleo. The film was sponsored by the advertising club at Western Kentucky University on February 22.

The awards, which were originally conceived to award excellence in U.S. television advertising, have grown to embrace all major advertising forms and have clearly become the standard trend-setter for excellence in advertising creativity around the world.

The Clio film is offered annually to student advertising chapters on a rental basis by the 5th District of the American Advertising Federation.

Ad Club to co-sponsor communications workshop

by Terri Zhe

The Advertising Club, Sigma Delta Chi, and PRSSA are sponsoring an all-day workshop for students and small business people in March in Downing University Center.

The workshop will offer advice to small businessmen and students on advertising budgets, public relations, and how to use communications skills in

expanding their businesses. Each club will sponsor three speakers dealing with future communications to help businessmen. A luncheon will be held and a speaker will be featured.

Advertising speakers scheduled thus far include Joe Cangemi, Department of Psychology and Pat Jordan, Department of Journalism.

Sweetheart sweepstakes a huge success

by Jimmy Penick

In order to raise money for the 1984 Problems of Advertising class project, the WKU Ad Club held its Annual Spring Valentine Fund-Raiser. The event was very successful—raising \$457.00 to be used in coordination with the Radio Shack/Tandy TRS-80 computer campaign. Monies will be utilized for the production of two plans books, the printing of slides and expenses for additional materials used during the campaign.

Top money raiser for the project was Craig Miller. He was awarded dinner for

two at Rafferty's. The grand prize, consisting of dinner for two at the Parakeet, two bottles of champagne and two passes to movies at AMC Theatres was awarded to Ms. John Davis of Bowling Green.

According to Ms. Carolyn Stringer, WKU Ad Club advisor, any left-over funds will be donated to the Kerrie Stewart Memorial Scholarship Fund. This was the most successful money raiser in the six year history of the promotion and helped curb expenses individual students would have paid without the event.

Scholarship fund needs your help

by Elaine Howard

The scholarship fund that was established through the College Heights Foundation at Western Kentucky University in August of 1983, honoring Kerrie Stewart has yet to accrue earnings.

A scholarship must have \$1,000 before it can start accruing earnings, according to Mary Sample, executive secretary of the College Heights Foundation, but the Stewart fund is more than half way there.

Kerrie, a senior advertising student from La Center, Kentucky died in August, 1983, from a heart attack.

Although she only lived a short while, Kerrie was involved in a myriad of activities. She was president-elect of the student chapter of the American Advertising Federation, active in student government, worked on the student newspaper and belonged to many other organizations.

Anyone wishing to contribute to the scholarship fund may do so by sending contributions to the College Heights Foundation, Western Kentucky University, Bowling Green, Kentucky 42101. Please indicate that the contribution is for the Kerrie Stewart fund.

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From the President's Desk

The Western Kentucky University Advertising Club has been a very busy group of students this semester. As soon-to-be professionals, club members have been meeting bi-monthly to conduct club business and to hear area professionals speak on advertising topics.

George Newsome, First Vice President, has scheduled speakers throughout the semester and is currently working on a business seminar to be conducted with the Public Relations Student Society of America and Sigma Delta Chi.

Second Vice-President, Tracy Mattingly should be congratulated for her hard work on this edition of *Adventure*. The Ad Club's newsletter will be entered into competition soon.

In February, the club raised over \$400 on its sweetheart sweepstakes fund-raiser. Club members offered several different dinner and lunch packages just in time for Valentine's Day. The award for high salesperson went to Craig Miller. Fund-raising chairperson Jimmy Penick coordinated the project.

Thanks to Secretary-Treasurer Susan Hofsass, club meeting announcements have been mailed out regularly and the Ad Club office files have been organized.

The Ad Club sponsored a showing of the 1983 Clio Awards around mid-semester and invited the campus to share their interest in quality advertising.

Last but not least, the majority of Ad Club members have been working on

this year's National Student Advertising Competition. This year's campaign focuses on the Tandy/Radio Shack's TRS-80 Personal Computer. Our district competition will be held April 12, in Columbus, Ohio.

With the help of our advisors, Mrs. Carolyn Stringer and Mr. Pat Jordan, the WKU Ad Club is striving to meet opportunities and conquer challenges that creative advertising presents to us.

Have a productive summer and good luck to next year's ad club!

Susan Legler

President, WKU Ad Club
Spring 1984

Seniors nominated to membership in ADS

Two seniors, James Donald Penick, Jr. and Victor Craig Miller, have been nominated for membership in Alpha Delta Sigma Honorary Society. The national society recognizes scholastic achievement in advertising studies. It is sponsored by the American Advertising Federation for the encouragement of scholarship among students of advertis-

*Alpha Delta Sigma
Honorary Society*

ing in United States colleges and universities in which there are active AAF College Chapters.

Penick, an advertising major from Russellville, plans to graduate in December, 1984. Miller, an advertising major from Owensboro, is scheduled to graduate in May, 1984.

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